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PTO/SB/08a/b (08-03)
Approved for use through 07/31/2008. OMB 0651-0031
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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Substitute for form 1449A/B/PTO INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(Use as many sheets as necessary)</i>			Complete If Known		
			Application Number	Not Yet Assigned	
			Filing Date	Concurrently Herewith	
			First Named Inventor	Lester Chu	
			Art Unit	N/A	
			Examiner Name	Not Yet Assigned	
Sheet	1	of	3	Attorney Docket Number	03-8018CIP1

U.S. PATENT DOCUMENTS					
Examiner Initials*	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code ² (if known)			
NR	AA	US-4,532,554	07/1985	Skala	
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NR	AC	US-4,602,279	07/1986	Freeman	
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				Art Unit	N/A
				Examiner Name	Not Yet Assigned
Sheet	2	of	3	Attorney Docket Number	03-8018CIP1

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		Country Code ² -Number ³ -Kind Code ⁴ (if known)					
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NR	BB	-WO 98/28906		07/1998	Princeton Video Image, Inc.		
NR	BC	-WO 98/34189		08/1998	Flycast Communications Corp.		
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NR	BE	-WO 99/48028		09/1999	GLOBALBRAIN.NET Inc.		
NR	BF	-WO 00/41090		01/2000	Maxygen, Inc.		
NR	BG	-WO 00/16218		03/2000	Searchup, Inc.		

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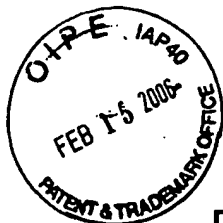
Substitute for form 1449A/B/PTO INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Use as many sheets as necessary)				Complete if Known	
				Application Number	Not Yet Assigned
				Filing Date	Concurrently Herewith
				First Named Inventor	Lester Chu
				Art Unit	N/A
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NON PATENT LITERATURE DOCUMENTS				
Examiner Initials	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.		T ²
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NR	CB	Haar, "Service To Let Ad Bids Dictate Search Rankings" from Tech InfoBase, February 23, 1998.		
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NR	CM	Superpages.com (as archived on archive.org).		
NR	CN	Findwhat.com (as archived on archive.org).		
NR	CO	Looksmart.com (as archived on archive.org).		
NR	CP	MSN.com (as archived on archive.org).		
NR	CQ	Dogpile.com (as archived on archive.org).		
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NR	CS	Internet Discussion Group, August 7, 2001.		
NR	CT	Internet Discussion Group, August 7, 2001.		
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NR	CV	BellSouth RealPages.com (as archived on archive.org).		
NR	CW	SmartPages.com (as archived on archive.org).		
NR	CX	qwestdex.com (as archived on archive.org).		
NR	CY	business.com (as archived on archive.org).		
NR	CZ	Shopping.com (as archived on archive.org).		
NR	CA1	Citysearch.com (as archived on archive.org).		

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²Applicant's unique citation designation number (optional). ³Applicant is to place a check mark here if English language Translation is attached.

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Substitute for form 1449A/B/PTO INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Use as many sheets as necessary)				Complete if Known	
				Application Number	10/800,444-Conf. #1779
				Filing Date	March 15, 2004
				First Named Inventor	Lester K. Chu
				Art Unit	N/A
				Examiner Name	Not Yet Assigned
Sheet	1	of	1	Attorney Docket Number	03-8018CIP1

U.S. PATENT DOCUMENTS					
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		Number-Kind Code ² (if known)			
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NR	AB*	US-2005/0004835	01-06-2005	Roslansky, Ryan	

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Examiner Initials*	Cite No. ¹	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ⁶
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¹ Applicant's unique citation designation number (optional). ² Applicant is to place a check mark here if English language Translation is attached.

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Substitute for form 1449A/B/PTO			Complete if Known		
INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(Use as many sheets as necessary)</i>			Application Number	10/800,444-Conf. #1779	
			Filing Date	March 15, 2004	
			First Named Inventor	Lester K. Chu	
			Art Unit	2125	
			Examiner Name	Not Yet Assigned	
Sheet	1	of	1	Attorney Docket Number	03-8018 CIP1

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		Number-Kind Code ² (if known)			
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		Country Code ⁴ -Number ⁵ -Kind Code ⁶ (if known)	MM-DD-YYYY			
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